Minor in Entrepreneurship

Revised: Fall 2025

Program Description and Foundation

The Minor in Entrepreneurship at JCU is a unique program that allows non-business as well as business students to acquire an entrepreneurial mindset that will enable them to start their own company, participate in a family business or develop innovative ideas in traditional settings. The program is tailored to students, based on their interests, capabilities, and objectives. Entrepreneurship lends itself to cross-disciplinarity and therefore combines well with any major.

The Minor is structured around three pillars:

Entrepreneurial Foundations

Consisting of (1a) Early-Stage Entrepreneurship, which guides students through the ideation, validation, and business modeling process, or (1b) Entrepreneurial Ecosystems, a theoretical and interdisciplinary perspective on the study of entrepreneurship that stems from economics, psychology, geography, history, cultural studies, and policy making, and (2) Strategic Decisions in Entrepreneurship, a 'capstone' 400-level case-based course.

Technology & Innovation

Entrepreneurship, technology, and innovation courses that help students understand the nature of an opportunity and the path to implementation.

Skill Building

Skill-building or industry-specific courses that enable students to deepen their understanding of the context in which they wish to operate, as well as acquire skills they can deploy to pursue an entrepreneurial idea.

The minor can be tailored to specific interests, such as social change, art/beauty/culture, or technology, as indicated below.

Learning Outcomes and Program Requirements

Learning Outcomes for the Minor in Entrepreneurship

Students who successfully complete the minor will be able to:

- Understand the role and challenges of an entrepreneur
- Understand how to evaluate opportunities
- Systematically generate and evaluate business ideas
- Understand key elements of a successful entrepreneurial strategy
- Define a working business model
- Formulate and deliver a persuasive elevator pitch
- Develop their own entrepreneurial network

Requirements for the Minor

There are four main paths in this minor, to tailor it to students' backgrounds, interests and needs:

Entrepreneurial Mindset

Core entrepreneurial foundations and strategic thinking

Social Innovation

For students interested in applying entrepreneurial tools to create social good

Innovation in Art and Humanities

For students who want to apply entrepreneurship to these disciplines

Innovation and Technology

For students interested in technology-driven entrepreneurship

The minor consists of six courses, selected based on the student's objectives for the minor, as indicated below for each of the paths.

> ### ⓘ General Requirements for All Minors
>
> 1. No more than one grade of lower than a C- will be accepted in courses applying to the minor.
> 2. In the case of multiple minors, no course may apply to more than one minor.
> 3. No more than two courses may apply to both the major and the minor.
> 4. At least four courses must be taken in residence at John Cabot.
> 5. Requirements for the minor must be completed by the time of graduation.

Entrepreneurial Mindset Path

Two Mandatory Courses:

BUS 305 Early-Stage Entrepreneurship

(Prerequisite: Sophomore Standing)

OR BUS/EC 336 Entrepreneurial Ecosystems

(Prerequisite: Sophomore Standing)

BUS 410 Strategic Decisions in Entrepreneurship

(Prerequisite: Junior Standing)

Four Additional Courses from the following:

Up to four of the following entrepreneurship/business related courses:

- For-Credit Internship in an Entrepreneurial Environment
- BUS 335 International Entrepreneurship (no pre-requisites)
- BUS 345 Innovation and Information Technology (no pre-requisites)
- BUS/CMS 361 Social Networks and Media Management (no pre-requisites)
- BUS/EC 336 Entrepreneurial Ecosystems
- CMS 370 Digital Disruption: Technological Change and Digital Platforms
- FIN 312 Investment Analysis (pre-requisite: FIN 301)
- FIN 335 Entrepreneurial Finance (FIN 301 Finance recommended)
- MGT/BUS 375 Entrepreneurship in Creative Industries (Prerequisites: Recommended MGT 301 or BUS 101 or BUS 301)
- MKT 304 New Product Management (pre-requisite MKT 301)
- MKT 340 e-Marketing (pre-requisite MKT 301)
- MKT 365 Industrial Marketing (Prerequisite: MKT 301)
- MKT 370 Entrepreneurial Marketing (no pre-requisites)
- MKT 372 Sales Management and Professional Selling (Prerequisite: MKT 301)
- **Courses that contain** "entrepreneurship", "innovation" or "technology" in the title

Up to two of the following skill-building or domain-related courses:

- AS 260 Foundations of 3D Design
- AS 311 Advanced Graphic Design (pre-requisite AS 101)
- AS 330 Graphic Design: Corporate Identity and Branding (pre-requisite AS 101)
- BUS/ITS 260 Made in Italy: The Italian Business Environment
- COM 230 Foundations of Digital Video Production
- CS 131 Web Design II (pre-requisite CS 130)
- CS 160 Programming Concepts and Applications
- CS 302 Artificial Intelligence Concepts (pre-requisite CS 101)
- CS 320 Advanced Programming: Python (Prerequisite: CS 160)
- DMA 225 Principles of Motion Design and Visual Effects
- DMA 228 Sound Design for Media Arts
- DMA 322 Digital Storytelling and Community Engagement
- DMA 324 Introduction to Video Game Design
- DMA 325 Advanced post-production
- DMA 328 Promotional Videos
- DMA 328 Promotional Videos (pre-requisite COM 230)
- DMA 329 Advanced Sound Design for Film and Video (Prerequisites: DMA 228 or permission of the instructor)
- DMA 333 TV Studio Lab
- DMA 434 TV Production Practicum I (pre-requisites DMA 333, EXP 1015, professor recommendation)
- DMA/DJRN 340 Podcast and Radio Production
- PS 199 Science of Creativity

Social Innovation Path

Two Mandatory Courses:

MGT 345 Social Entrepreneurship

(no pre-requisites)

MKT 355 Social Marketing and Fundraising

(no pre-requisites)

OR BUS/EC 336 Entrepreneurial Ecosystems

(Prerequisite: Sophomore Standing)

Four Additional Courses from the following:

Up to four of the following entrepreneurship/business related courses:

- For-Credit Internship in an Entrepreneurial Environment
- BUS 305 Introduction to Entrepreneurship (no pre-requisites)
- BUS 335 International Entrepreneurship (no pre-requisites)
- BUS 342 Leadership, Mindfulness, and Emotional Intelligence (no pre-requisites)
- BUS 345 Innovation and Information Technology (no pre-requisites)
- BUS 410 Strategic Decisions in Entrepreneurship (BUS 305 or MGT 345 recommended)
- BUS/CMS 361 Social Networks and Media Management (no pre-requisites)
- BUS/EC 336 Entrepreneurial Ecosystems
- CMS 370 Digital Disruption: Technological Change and Digital Platforms
- FIN 312 Investment Analysis (Prerequisite: FIN 301)
- FIN 335 Entrepreneurial Finance (FIN 301 recommended)
- MKT 304 New Product Management (pre-requisite MKT 301)
- MKT 340 e-Marketing (pre-requisite MKT 301)
- MKT 355 Social Marketing and Fundraising (no pre-requisites)
- MKT 365 Industrial Marketing (Prerequisite: MKT 301)
- MKT 370 Entrepreneurial Marketing (no pre-requisites)
- MKT 372 Sales Management and Professional Selling (Prerequisite: MKT 301)
- **Courses that contain** "entrepreneurship", "innovation" or "technology" in the title
- Up to ONE EC course that develops an understanding of a specific geographical context (e.g., EC 343 Economics of China)

Up to two of the following skill-building or domain-related courses:

- ARCH/NS 310 Environmental Archaeology and Paleoclimatology
- AS 260 Foundations of 3D Design
- AS 311 Advanced Graphic Design (pre-requisite AS 101)
- AS 330 Graphic Design: Corporate Identity and Branding (pre-requisite AS 101)
- CMS 375 AI and Critical Art Practices: Ethics, Aesthetics, Labor (Prerequisites: COM 311 or permission of the instructor)
- COM 230 Foundations of Digital Video Production
- CS 131 Web Design II (pre-requisite CS 130)
- CS 160 Programming Concepts and Applications
- CS 302 Artificial Intelligence Concepts (pre-requisite CS 101)
- CS 320 Advanced Programming: Python (Prerequisite: CS 160)
- CS/MGT 310 Technologies and Strategies for the Sustainable Enterprise (Prerequisites: Placement into MA197 or completion of MA 100 or MA 101; Junior standing)
- DMA 322 Digital Storytelling and Community Engagement
- DMA 325 Motion Graphics and Visual Effects
- DMA 328 Promotional Videos
- DMA 333 TV Studio Lab
- DMA 434 TV Production Practicum I
- NS 290 Science and Urban Ecology
- PL 230 Human Rights
- PL 323 International Migration
- PL/SOSC 207 Migration and Contemporary Society
- PS 337 Stereotyping, Prejudice and Discrimination (Prerequisites: PS 101; Recommended: PS 334 or approval of instructor)
- SOSC/ITS 225 Sociology of Southern Italy

Innovation in Art and Humanities Path

Two Mandatory Courses:

BUS 305 Early-Stage Entrepreneurship

(Prerequisite: Sophomore Standing)

OR BUS/EC 336 Entrepreneurial Ecosystems

(Prerequisite: Sophomore Standing)

BUS 410 Strategic Decisions in Entrepreneurship

(Prerequisite: Junior Standing)

Four Additional Courses from the following:

Up to four of the following entrepreneurship/business related courses:

- For-Credit Internship in an Entrepreneurial Environment
- BUS 335 International Entrepreneurship (no pre-requisites)
- BUS 345 Innovation and Information Technology (no pre-requisites)
- BUS/EC 336 Entrepreneurial Ecosystems
- CMS 370 Digital Disruption: Technological Change and Digital Platforms
- EN 288 Literature and Digital Humanities
- FIN 312 Investment Analysis (Prerequisite: FIN 301)
- FIN 335 Entrepreneurial Finance (FIN 301 Finance recommended)
- MGT 345 Social Entrepreneurship (no pre-requisites)
- MGT/BUS 375 Entrepreneurship in Creative Industries (Prerequisites: Recommended MGT 301 or BUS 101 or BUS 301)
- MKT 304 New Product Management (pre-requisite MKT 301)
- MKT 340 e-Marketing (pre-requisite MKT 301)
- MKT 365 Industrial Marketing (Prerequisite: MKT 301)
- MKT 370 Entrepreneurial Marketing (no pre-requisites)
- MKT 372 Sales Management and Professional Selling (Prerequisite: MKT 301)
- **Courses that contain** "digital humanities", "entrepreneurship", "innovation" or "technology" in the title

Up to two of the following skill-building or domain-related courses:

- AH 271 Curating Museums and Galleries
- AH 273 Introduction to the History of Photography
- AH 285 Art from the 1990s To Today
- AH 384 The Moving Image in Art (One previous course in Art History or permission of the instructor)
- AH 391 Collection Building and Museum Studies (Prerequisite: One previous course in Art History)
- AH/GDR 284 Radical Women: Trailblazers in 20th-century Art
- AS 260 Foundations of 3D Design
- AS 330 Graphic Design: Corporate Identity and Branding (pre-requisite AS 101)
- AS 311 Advanced Graphic Design (pre-requisite AS 101)
- ARCH 204 Technology of The Ancient World: Aqueducts, Armor, Automata
- CS 160 Programming Concepts and Applications
- CS 320 Advanced Programming: Python (Prerequisite: CS 160)
- CS 302 Artificial Intelligence Concepts (pre-requisite CS 101)
- CMS 375 AI and Critical Art Practices: Ethics, Aesthetics, Labor (Prerequisites: COM 311 or permission of the instructor)
- DMA 225 Principles of Motion Design and Visual Effects
- BUS/ITS 260 Made in Italy: The Italian Business Environment
- BUS/CMS 361 Social Networks and Media Management
- COM 230 Foundations of Digital Video Production
- CS 131 Web Design II (pre-requisite CS 130)
- DMA 228 Sound Design for Media Arts
- DMA 322 Digital Storytelling and Community Engagement
- DMA 324 Introduction to Video Game Design
- DMA 325 Motion Graphics and Visual Effects
- DMA 328 Promotional Videos
- DMA 329 Advanced Sound Design for Film and Video (Prerequisites:
- DMA 228 or permission of the instructor)
- DMA 333 TV Studio Lab
- DMA 434 TV Production Practicum I
- CW/DMA 360 Creative Writing Workshop: Videogames
- DMA/DJRN 340 Podcast and Radio Production
- PH 304 Philosophy of Art and Beauty
- PS 199 Science of Creativty

Innovation and Technology Path

Two Mandatory Courses:

BUS 305 Early-Stage Entrepreneurship

(Prerequisite: Sophomore Standing)

OR BUS/EC 336 Entrepreneurial Ecosystems

(Prerequisite: Sophomore Standing)

BUS 410 Strategic Decisions in Entrepreneurship

(Prerequisite: Junior Standing)

Four Additional Courses from the following:

Up to four of the following entrepreneurship/business related courses:

- For-Credit Internship in an Entrepreneurial Environment
- BUS 335 International Entrepreneurship (no pre-requisites)
- BUS 345 Innovation and Information Technology (no pre-requisites)
- BUS/CMS 361 Social Networks and Media Management (no pre-requisites)
- BUS/EC 336 Entrepreneurial Ecosystems
- CMS / BUS 385 Surveillance, Privacy and Social Identities: Practices and Representations
- CMS 370 Digital Disruption: Technological Change and Digital Platforms
- EC/MKT 361-1 Applied Data Analytics (Prerequisite: MA 208)
- FIN 312 Investment Analysis (Prerequisite: FIN 301)
- FIN 335 Entrepreneurial Finance (FIN 301 Finance recommended)
- MGT 345 Social Entrepreneurship (no pre-requisites)
- MGT/CS 337 Cybersecurity and Data Privacy Management
- MGT/CS 338 Management and Information Systems
- MKT 304 New Product Management (pre-requisite MKT 301)
- MKT 340 e-Marketing (pre-requisite MKT 301)
- MKT 365 Industrial Marketing (Prerequisite: MKT 301)
- MKT 370 Entrepreneurial Marketing (no pre-requisites)
- MKT 372 Sales Management and Professional Selling (Prerequisite: MKT 301)
- **Courses that contain** "entrepreneurship", "innovation" or "technology" in the title

Up to two of the following skill-building or domain-related courses:

- AS 260 Foundations of 3D Design
- AS 311 Advanced Graphic Design (pre-requisite AS 101)
- AS 330 Graphic Design: Corporate Identity and Branding (pre-requisite AS 101)
- BUS/CMS 361 Social Networks and Media Management
- CMS 335 Video Games: Culture & Industry
- CMS 370 Digital Disruption: Technological Change and Digital Platforms
- CMS 375 AI and Critical Art Practices: Ethics, Aesthetics, Labor (Prerequisites: COM 311 or permission of the instructor)
- CMS/PH 320 Posthuman Studies: Philosophy, Technology, Media
- COM 230 Foundations of Digital Video Production
- CS 131 Web Design II (pre-requisite CS 130)
- CS 160 Programming Concepts and Applications
- CS 302 Artificial Intelligence Concepts (pre-requisite CS 101)
- CS 320 Advanced Programming: Python (Prerequisite: CS 160)
- CS 330 Algorithms and Data Structures (Prerequisites: One previous course in Computer Science)
- CS/MGT 310 Technologies and Strategies for the Sustainable Enterprise (Prerequisites: Placement into MA197 or completion of MA 100 or MA 101; Junior standing)
- CW/DMA 360 Creative Writing Workshop: Videogames
- DMA 225 Principles of Motion Design and Visual Effects
- DMA 322 Digital Storytelling and Community Engagement
- DMA 324 Introduction to Video Game Design
- DMA 325 Motion Graphics and Visual Effects
- DMA 328 Promotional Videos
- DMA 333 TV Studio Lab
- DMA 434 TV Production Practicum I
- DMA/DJRN 340 Podcast and Radio Production
- LAW/PL 220 Intellectual Property Theory and Law
- PH 321 Bioethics
- PH 325 Ethics of Emerging Technologies